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Written Exercise – Chapter 2

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Top level domain names are the ending segment of a website URL such as .com, .edu, .gov, .org etc. In 1998 the Internet Corporation for Assigned Names and Numbers (ICANN) took over the job for managing domain names and coordinating with IP registrars. They segmented all domains into two categories, generic top-level domains (gTLD) and sponsored top-level domains (sTLD). Generic domains are managed by the ICANN group while any other new domains that fall under the sponsored category would be handled by outside groups/entities. In order to sponsor a sTLD you need to be a recognized institution and actually have expertise in the field. This helps to make sure there aren't junk companies pretending to be an expert or official group on a subject. The book made a good example of this regarding the .aero TLD. This is specifically controlled by an air transport industry. Since 2012 ICANN has eased up considerably on their management of gTLD's and at this point you are able to use the generic top level domains pretty freely.

Sources: **Electronic Commerce by** Gary Schneider